

CEO E-Briefing

A weekly report to City Council and the community

September 16, 2011

No. 13



CEO's Message



There's no escaping the need for good communication

The title character in the movie "Cool Hand Luke" turned a single line into an American catch phrase: "What we've got here is a failure to communicate."

This should no longer be the case in the 21st century, the first time in the history of mankind when communicating to the masses is simple, inexpensive and instantaneous.

Just a decade ago, you needed to own a printing press or television or radio station to effectively get news and information to the public. Now, thanks to the Facebook, Twitter, Constant Contact, and websites that make their home on the Internet, information now flows freely and is instantly accessible.

In the City of Costa Mesa, we are exploring new ways each week to harness this technology to make greater quantities of information available to the public.

In just this edition of CEO E-Briefing (now with about 1,500 subscribers!), you'll read about the imminent launch of the "Costa Mesa Minute," a mini news program that we will broadcast daily; the posting on the City's website of a breakdown of the City's monthly legal fees, a citizen's request from the last council meeting; and a new series of informational graphics that will be shown on the City's TV channel and on the Council Chamber monitors during City Council and other public meetings.

I'll finish with the words of Thomas Jefferson. His insight is as true today as it was more than 200 years ago: "An informed citizenry is the only true repository of the public will."

Tom Hatch, chief executive officer, City of Costa Mesa

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Stories by Dept.

CEO's Office

- There's no escaping the need for good communication
- Community comes together for 10th anniversary of 9-11
- City's "Costa Mesa Minute" daily show debuts soon
- Council follow-up
- City provides details of monthly legal fees
- Monitors in Council chambers to feature new information, graphics
- Notes from the CEO's office
- On the calendar

Development Services

- Dedication for Waldorf expansion set for next Friday
- The Crossing Church puts on its Sunday best

Fire

- Model firefighters: Raising money for widows and orphans
- Firefighters honored at Angels game
- Water and fire do mix after all

Police

- Huntington Beach helicopter on-scene first in Costa Mesa 83% of the time

Public Services

- Volunteers needed for Saturday's Coastal Cleanup

Secret Spot

- Do you know this local landmark?

Making History

- Do you recognize this strange structure?

Good ink for Costa Mesa

- Good news around our town

☒ Comments or suggestions, please contact bill.lobdell@costamesaca.gov



City of Costa Mesa



Costa Mesa City Hall

CEO's Office



Photo by Daily Pilot/Kevin Chang

Community comes together for 10th anniversary of 9-11

From Britney Barnes' story Monday in the Daily Pilot:

Ten years have passed, but the overwhelming confusion, fear and deep anger from Sept. 11, 2001, were too easily remembered at weekend events in Newport-Mesa.

So too was the heroism and courage shown that day.

More than 300 residents, city officials, local representatives, public safety officials and military personnel gathered Sunday at the U.S. Army Reserve Base at the Air National Guard facility, 2651 Newport Blvd., as part of Costa Mesa's commemoration of 9/11.

"One of the things I learned in 9/11 is that the American spirit can never be broken," said event speaker and Iraq War veteran 2nd Lt. Thomas Deluccia.

Two tan Humvees flanked the podium as a large American flag hung between two palm trees and gently rippled in the wind.

"We are united today, united as a community, in remembrance of the events of Sept. 11," said city Chief Executive Tom Hatch, later adding that "9/11 changed all of us and changed how we live our lives each day."

Read the rest of the story [here](#) and see the Daily Pilot's photo gallery of the event [here](#).

City's "Costa Mesa Minute" daily show debuts soon

The City of Costa Mesa will launch next week a daily video show anchored by Dane Bora that will feature news and information about Costa Mesa. "Costa Mesa Minute" will be shown throughout the day on Channel 24 on Time Warner Cable and on Channel 99 on AT&T's U-verse. "Costa Mesa Minute" will also be posted on the City's Facebook page and website home page.

"There's so much happening in Costa Mesa on a daily basis—both inside and outside of City Hall—we thought it would be a valuable service to residents to give them a mini local news show each day," said interim Director of Communications Bill Lobdell. "The show's content will be similar to what you would find in CEO E-Briefing, though we will also feature news and information outside of City Hall."



Council follow-up

An update on some of the questions and concerns raised at the last City Council meeting.

The City pays for a Lexus-Nexus account (normally used for legal research), but now contracts with an outside law firm for its City Attorney services. Can that account be closed?

The Lexus-Nexus account in question is for four licenses/authorized users in the Police Department for case law, research for court cases, and the Training Bureau has used it for staff studies.

Can we see a list of accomplishments from GrowthPort Partners, one of the City's consultants?

CEO Tom Hatch will provide a response in the next edition.

CEO's Office (Continued)

Legal Expenditures FY 2011/12											
NON-LITIGATION EXPENDITURES (General Fund)					LITIGATION EXPENDITURES BY FIRM (Self Insurance Fund)						TOTAL LEGAL FEES
Month	Jones and Mayer (Non- Litigation)	Charisse Smith (Non- Litigation)	Hanson Bridgett (Non- Litigation)	Non- Litigation Total	Jones and Mayer (General Litigation)	Jones and Mayer (CMCEA Litigation)	Jones Day (CMCEA Litigation)	Talon	Woodruff Spradlin & Smart	Litigation Total	Grand Total
July	\$ 62,503	\$ 2,500	\$ -	\$ 65,003	\$ 46,232	\$ 7,167	\$ -	\$ 6,180	\$ -	\$ 59,579	\$ 124,582
August	-	-	-	-	-	-	-	-	-	-	-
September	-	-	-	-	-	-	-	-	-	-	-
October	-	-	-	-	-	-	-	-	-	-	-
November	-	-	-	-	-	-	-	-	-	-	-
December	-	-	-	-	-	-	-	-	-	-	-
January	-	-	-	-	-	-	-	-	-	-	-
February	-	-	-	-	-	-	-	-	-	-	-
March	-	-	-	-	-	-	-	-	-	-	-
April	-	-	-	-	-	-	-	-	-	-	-
May	-	-	-	-	-	-	-	-	-	-	-
June	-	-	-	-	-	-	-	-	-	-	-
Total	\$ 62,503	\$ 2,500	\$ -	\$ 65,003	\$ 46,232	\$ 7,167	\$ -	\$ 6,180	\$ -	\$ 59,579	\$ 124,582

City provides details of monthly legal fees

The City of Costa Mesa has begun detailing the monthly legal fees it pays. The breakdown is by budget category and by law firm. The City's legal fees generated by the Costa Mesa City Employees' Assn. lawsuit are also broken out.

Monitors in Council chambers to feature new information, graphics



The monitors in the Council Chambers during the Sept. 20 Council meeting will feature new information and graphics that will be rotated about every three minutes.

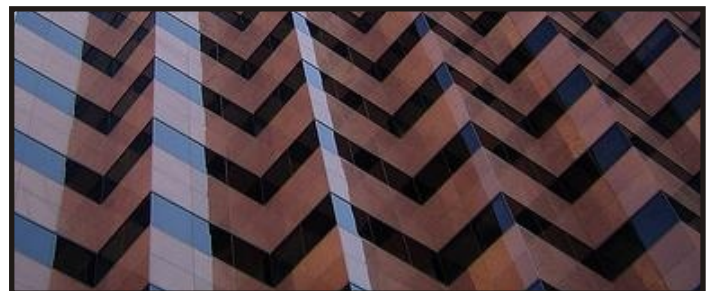
The information screens will include how to contact council members, how to join the City's social media networks, what kinds of information are available on the City's website, how to sign up for CEO E-Briefing and a list of Costa Mesa's accomplishments this year, inside and outside of City Hall.

Secret Spot

Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: This spot is at the center of things.

To get the whole picture, see page 8.



CEO's Office

Note's from the CEO's Office

The City will hold a "street-paving" ceremony on Sept. 29 at 10 a.m. in a Mesa Verde neighborhood to highlight the more than \$11-million in local street repairs the City will be making in the 2011-12 fiscal year ... The City's first Wi-Fi system in the Council Chambers worked well during its initial test at the Sept. 6 Council meeting ... About a dozen audience members used the service ... City organizational charts featuring photos of each employee have been completed and will be given to departments and put on the website next week ...

On the calendar

Sept 16 FRI The Woodbridge Invitational cross-country meet, hosted by Costa Mesa, Estancia and Woodbridge high schools, begins at 5 p.m. at Estancia High School and Fairview Park. About 10,000 runners are expected to compete during the two-day event (continues Saturday at 4 p.m.).

Sept 17 SAT The City of Costa Mesa along with the California Coastal Commission will host the 27th **Annual California Coastal Cleanup Day** from 9 a.m. to noon at the Vista Park/Talbert Preserve. Vista Park is at 1200 Victoria St. in Costa Mesa.

Sept 18 SUN Learn about Costa Mesa's history during the free **Early California Days at the Adobe** from noon to 4 p.m. at the Diego Sepulveda Adobe in Estancia Park, 1900 Adams Ave. (at Mesa Verde Drive West).

Sept 20 TUE The City Council will meet at 6 p.m. in the Council Chambers. You can read the agenda [here](#).

Sept 21 WED The Homeless Task Force will meet at 5:30 p.m. in the Emergency Operations Center at Police Headquarters, 99 Fair Drive.

Making History

Do you recognize this strange structure?

This structure resembles:

- A. The huts built for "Survivor: Costa Mesa."
- B. The first dwellings in what's now Costa Mesa.
- C. The Boy Scout huts built for the Costa Mesa Jamboree in the 1950s.
- D. The huts used in the 1960s by hippies living in what's now Fairview Park.



Answer: B. The first settlers of what's now Costa Mesa were believed to be Gabrielinos, a tribe of Native Americans who formed 2,500 years ago the Village of Lukup on the banks of the Santa Ana River about a mile from the ocean. You can read more about the Village of Lukup [here](#).

Development Services



Dedication for Waldorf expansion set for next Friday

Next Friday, Sept. 23, from 5:30 to 6:30 pm, you are invited to attend a dedication ceremony, which will be held for the **Waldorf School of Orange County** campus expansion at 2350 Canyon Drive in Costa Mesa.

—Mel Lee



The Crossing Church puts on its Sunday best

The **Crossing Church** has also made several improvements and additions to its facilities at 2115 Newport Boulevard. The improvements include a multi-level plaza with exterior terraced seating, a new two-story, 1,300-seat auditorium, a café/bookstore, water features, and hardscape/landscape improvements throughout the property. The project was completed in August.

—Wendy Shih

Fire Department



Model firefighters: Raising money for widows and orphans

Last week, city firefighters participated in two fundraisers for the Costa Mesa Firefighters' Assn. Widows and Orphans Fund. On Wednesday, firefighters teamed up with Z Tejas Restaurant at South Coast to serve customers and introduce the special Chili Fest menu. Items from the Chili Fest Menu will be available through Sept. 25, and Z Tejas will donate \$1 from each Chili Fest menu item to the CMFD Widows and Orphans Fund.



Costa Mesa firefighter/supermodel John Glasgow looking fierce on the runway.

On Thursday, the firefighters turned into firefighters/models and took over the catwalk at Anqi restaurant in Bloomingdales at South Coast Plaza for the Fashion's Night Out event. The firefighters sported trendy fashions provided by Bloomingdales, and finished the show off with a final walk in turnout pants, helmet, and a 9/11 "Never Forget" T-shirt. You can view a photo gallery from the Daily Pilot [here](#).



From left: Costa Mesa firefighters Tom Gardner, Brent Turner, Fred Seguin and Josh Ortega.

Firefighters honored at Angels game

On Sept. 11, five members of the Costa Mesa Fire Department participated in the 10th anniversary of 9/11 at Anaheim Stadium by attending the major league baseball game between the Yankees and Angels. The pre-game event featured 250 police and firefighters from various Orange County departments unfolding a 300-foot-long American flag that stretched from foul pole to foul pole. The pre-game event also recognized two members from the New York Fire Department for their heroic actions on the day and weeks following Sept. 11, 2001.

You can view a video of the flag presentation [here](#). Costa Mesa firefighters attending were Captains Brent Turner and Fred Seguin, Engineer Cinnamon Basco, and firefighter/paramedics Josh Ortega and Tom Gardner.

Fire Department (Continued)



Water and fire do mix after all

Mesa Water hosted Costa Mesa Fire Department and Estandia High School Cheer Team at an event last week honoring the 10th anniversary of 9/11. The event was held in remembrance of the 9/11 victims and heroes from 10 years ago, and in tribute to local heroes at the Costa Mesa Fire Department.

Police Department



Huntington Beach helicopter on-scene first in Costa Mesa 83% of the time

The Huntington Beach Police Department Air Support Unit provided 36 total hours of air support to Costa Mesa during July (approximately 1.17 hours per day) at a total cost of \$25,200 (36 hrs x \$700 per hr). The helicopters responded to 78 calls and were first on-scene 83 percent of the time. Approximately 14 hours were spent handling calls for service with the remainder of the time spent patrolling the City.

The calls included patrol checks, suspicious circumstances, missing children, burglary alarms, felony car stops, in-progress thefts and robberies, felonious assaults and a car-jacking.

In some cases the air support unit was able to handle a particular call and cancel police units prior to their arrival. As an example, a call of a disturbance in the park and suspicious subjects on a roof was checked by the air support unit and responding units were cancelled, allowing them to remain available for other calls for service.

On several calls the air unit was able to locate suspect vehicles and suspects on foot and direct ground units to them. As an example, the Gang Unit was looking for a suspect with a warrant. The vehicle information was provided to the air unit and they were able to locate the vehicle, direct the Gang Unit to the vehicle and the suspect was taken into custody.

After reviewing the invoice and monthly report, the air support unit is responding to and assisting on calls when appropriate and consistent with the types of calls handled previously by A.B.L.E. The average of 1.17 hours is a combination of the actual time spent handling calls for service and free patrol time.

While there has been no specific request for a certain number of free patrol hours per day, there has been no specific direction provided to the air support unit not to provide free patrol time. In fact, we anticipated additional free patrol time in the beginning while the air unit familiarized itself with the City. In my opinion, I don't believe an hour day of free patrol time is unreasonable; however, this is something we can monitor and adjust as we move forward if you would like.

—Capt. Les Gogerty

Public Services

Volunteers needed for Saturday's Coastal Cleanup



The City of Costa Mesa along with the California Coastal Commission will host the 27th Annual California Coastal Cleanup Day from 9 a.m. to noon at the Vista Park/Talbert Preserve. Vista Park is at 1200 Victoria St. in Costa Mesa.



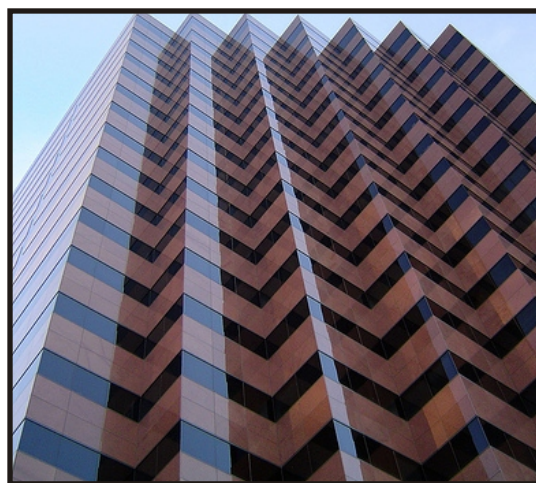
California Coastal Cleanup Day is the state's largest volunteer event, drawing more than 80,000 volunteers annually to more than 800 cleanup sites along the state's coast and inland shorelines. These volunteers as well as others around the world create the world's largest volunteer event dedicated to the marine environment.

—Ernesto Muñoz

Good ink for Costa Mesa

Here's a round-up of good news coming from Costa Mesa this week.

- **Waldorf School rewarded for converted container classrooms**
- **Costa Mesa's Volcom collected jeans for the homeless**
- **Opening date for big Triangle Square tenant**



Secret Spotted

Answer: The 21-story Center Tower adjacent to the Segerstrom Center for the Arts is one of Orange County's two tallest buildings.